EXHIBIT 1

Report on Results

April 24, 2017



Opinion Research on Public Policy

Probalsky Research 20 2nd Suset 3rd Floor (3172 San Francisco DA 94106

Constal Conservancy - Statewide Survey

Report on results

From Thursday, March 23 to Wednesday, March 29, 2017, Probolsky Research conducted a telephone survey of California residents.

A total of 1200 residents were surveyed. A survey of this size yields a margin of error of +/- 3.2% with a confidence level of 95%. Interviews were conducted with residents on both landline and mobile phones (30%) and were offered in English and Spanish languages.

Probolsky Research specializes in in opinion research on behalf of business, government, non-profit and special interest clients.

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San Francisco Newport Beach Washington DC

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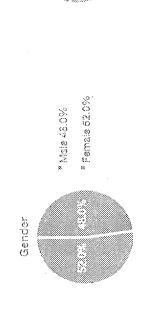


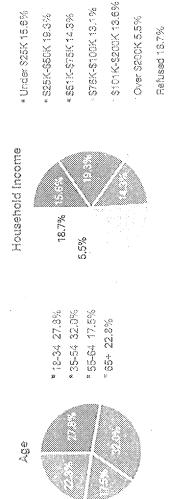
Geographic: Distance from

Coast

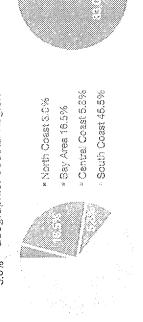
Sizes of Demographic/Geographic

Categories Snapshot









* Other Southern California 31.2%

" Los Angeles County 27.0%

Geographic: County Groupings

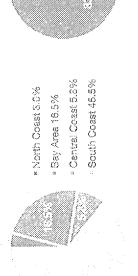
4.8%

San Francisco Bay Area 20.4% Other Northern Oslifornia 4.8%

· Central Valley 15.8%

* Coastal 10 7.8% Coastal 5 11.3%

* Inland 83.0%





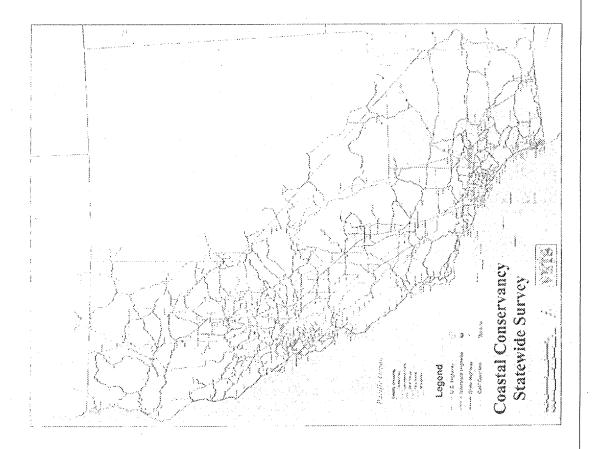


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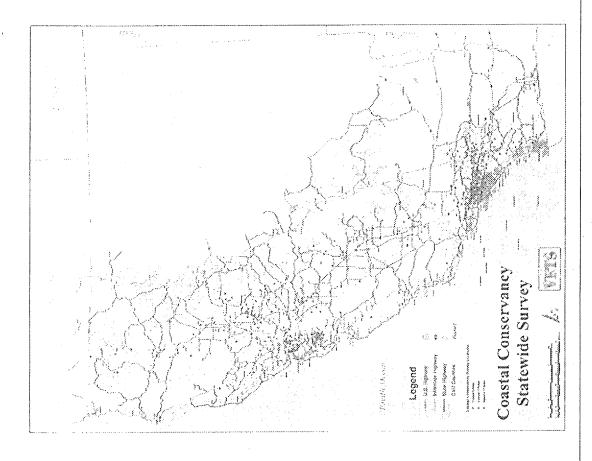
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Top Issues

Open-ended question

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Public Safety is the Most Important

unong California residents

Question: What is the most important issue facing your community today?

22.4%	11.1%	9.8%	8.4%	8.1%	8.0%	6.8%	2.9%	5.5%	2.8%	2.2%	1.5%	4.0%	2.3%	17.8%	
Public safety	Jobs and the economy	Poverty	Transportation	Healthcare	Government	Education/schools/higher education	Affordable housing	Environmental issues	Water/drought	Moral issues	Overpopulation/controlling growth/development *****	None/nothing	Other	Don't know/refused	



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Overall Coastal Experience

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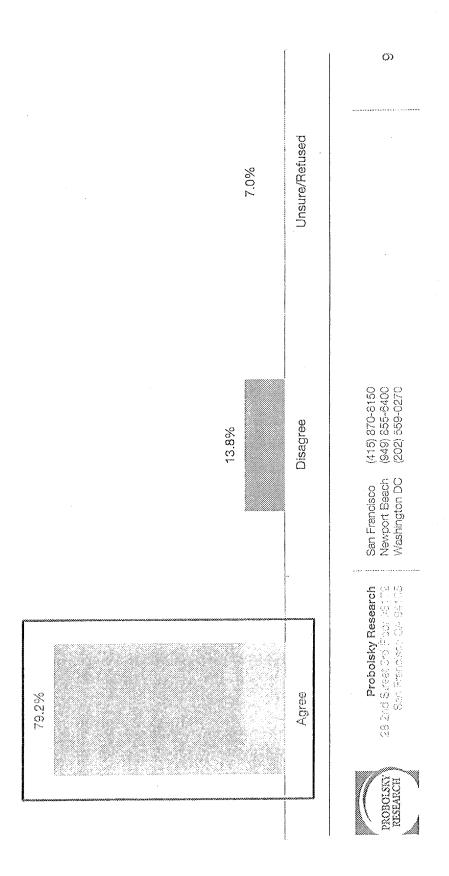
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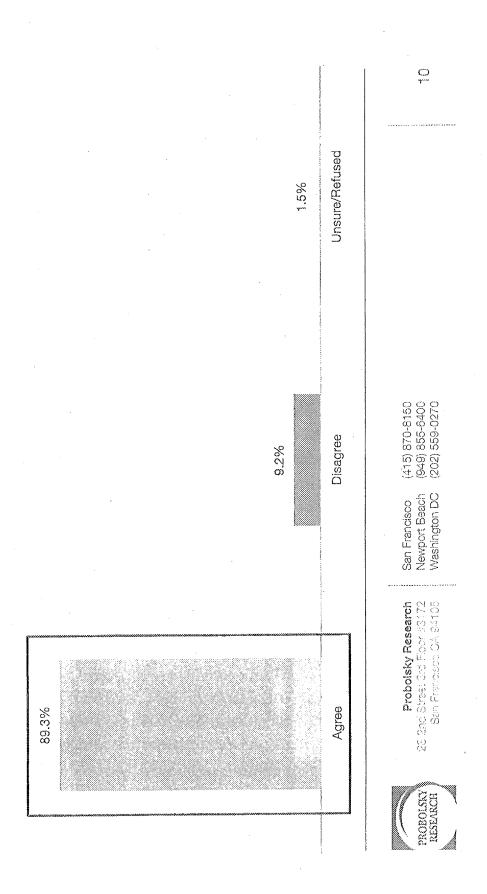
79.2% of Respondents Say that Calif Seaches are clean and safe places to visit

Statement: California beaches are clean and safe places to visit.



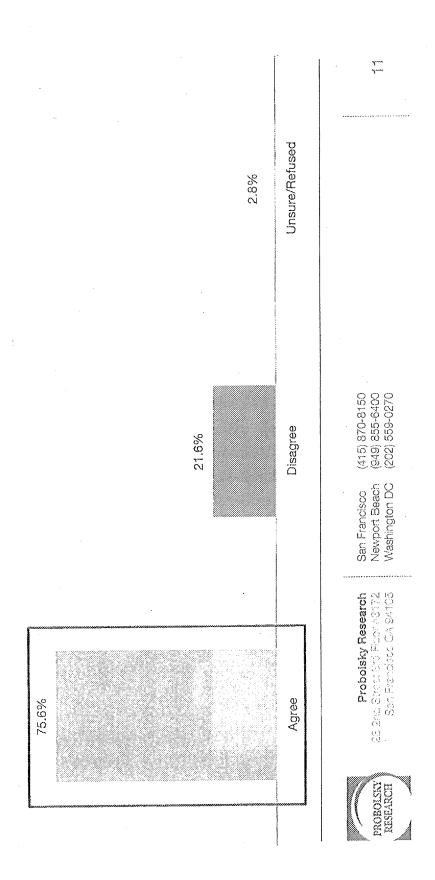
89.3% of Respondents Agree that t

The California coast, including beaches and the ocean are personally important to me. Statement:



75.6% Agree that Even When They are Not strong connection to it coast, they teel a

Even when I am not visiting the California coast, I feel a strong connection to it. Statement:



Hispanic and White/Caucasian

strong connection to the CA ceast, even when they are not Ø Respondents feel

Even when I am not visiting the California coast, I feel a strong connection to it. Statement:

		¤Agree ≋Disagree			
19.2%	79.49%	36.7%	71.6%	28.9%	
Latho Mispanic	White/Caucasien	Bisok/African American	Asian	Other	



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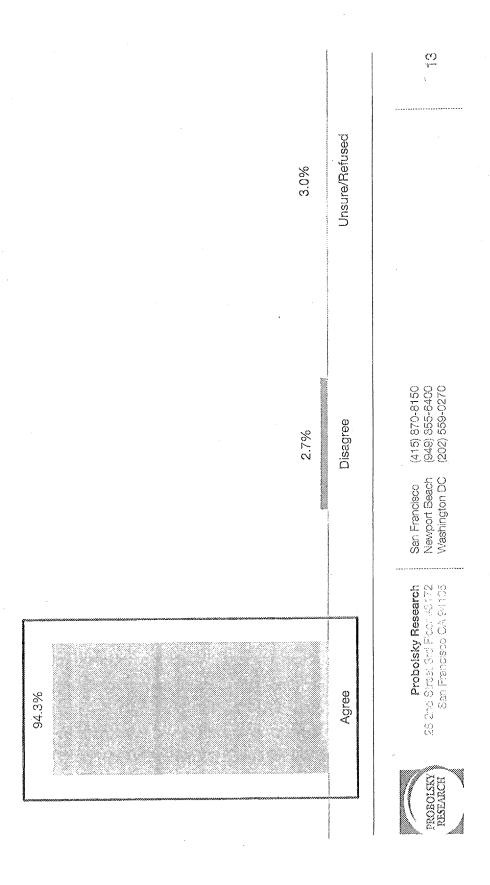
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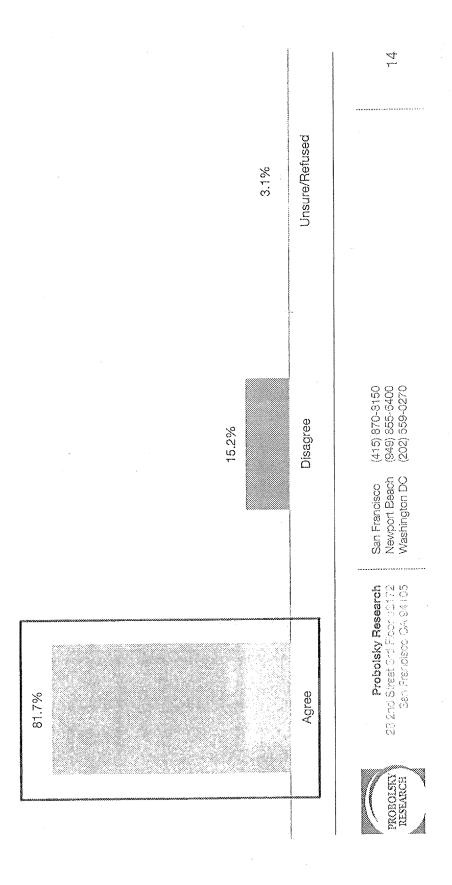
94.3% Agree that People of All Backgrounds Are welcome at the California coast

Statement: People of all backgrounds are welcome at the California coast.



beaches and their amenities 81.7% of Respondents Say J

Statement: I am familiar with California's beaches and their amenities.



hildhood Memories of the CA Coast

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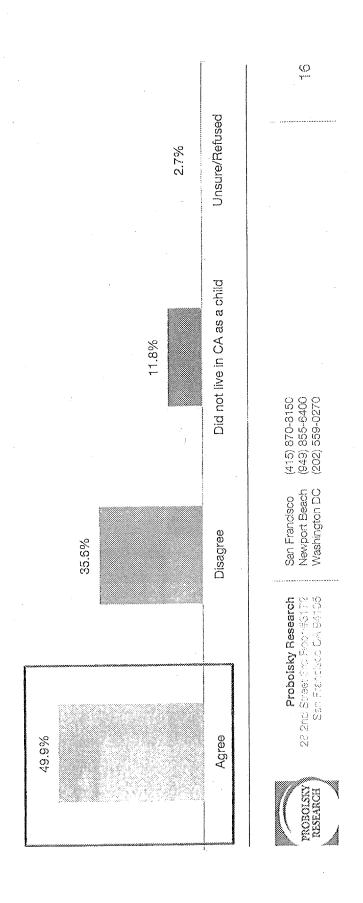
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49.9% of Respondents Say

coast on school field trips when they were kids Fond memories of visiting the

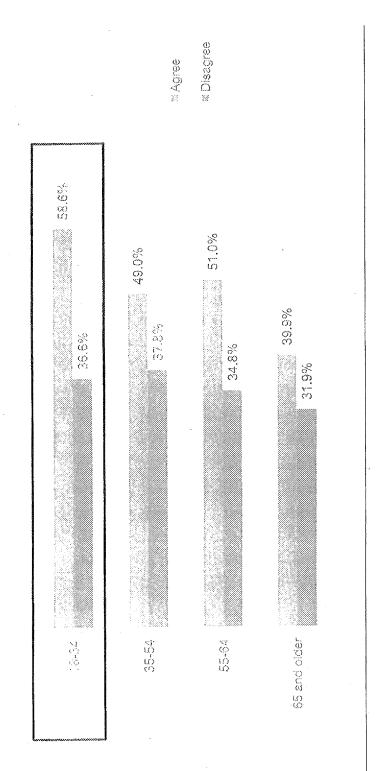
I have fond memories of visiting the California coast on school field trips when I was a kid. Statement:



Younger Respondents Agree the Most that

memories of visiting the CA coast on school field trips when they Were Kills

I have fond memories of visiting the California coast on school field trips when I was a kid. Statement:





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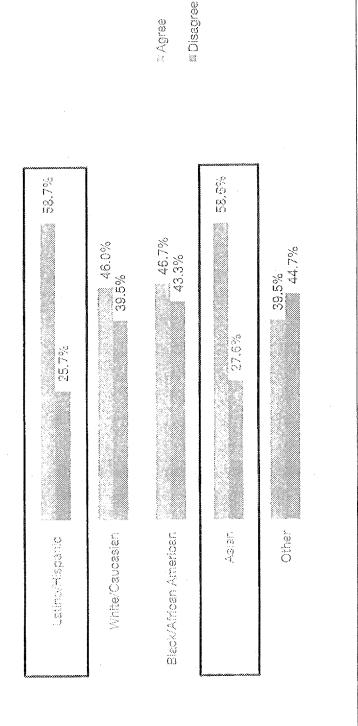
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atino/Hispanic and Asian Respondents

Agree almost equally that they have fond memories of visiting the CA coast when iney were kids

I have fond memories of visiting the California coast on school field trips when I was a kid. Statement:





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Over 70% of Respondents Say They Visite The coast within the last year

Question: When was the last time you went to the coast in California?

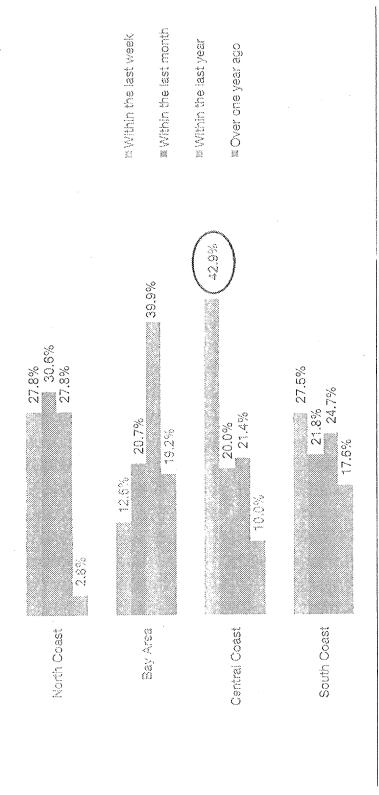
20 30.9% 21.8% 19.8% 19.6% 7.9% (415) 870-8150 (949) 855-6400 (202) 559-0270 San Francisco Newport Beach Washington DC Don't know/Refused Over one year ago Within the last month Within the last year Within the last week Probolsky Research 28 2nd Street 3rd Floor 36172 San Francisco OA 94105

42.9% of Central Coast Respondents

Report that the last time they've been to the coast was within the last week

Question:

When was the last time you went to the coast in California?





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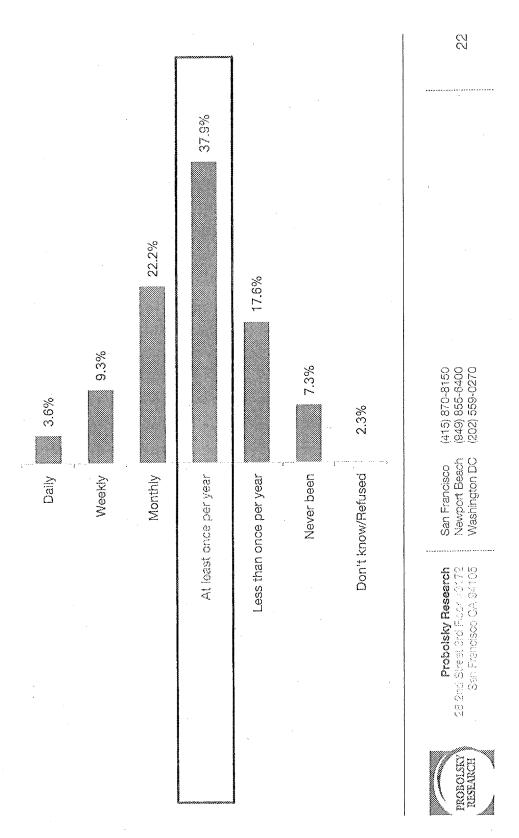
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More Respondents Go to the Coast

"At least once per year" (37.9%) than any other frequency

Question: How often do you go the to the coast in California?



Traveling to the CA Coasi

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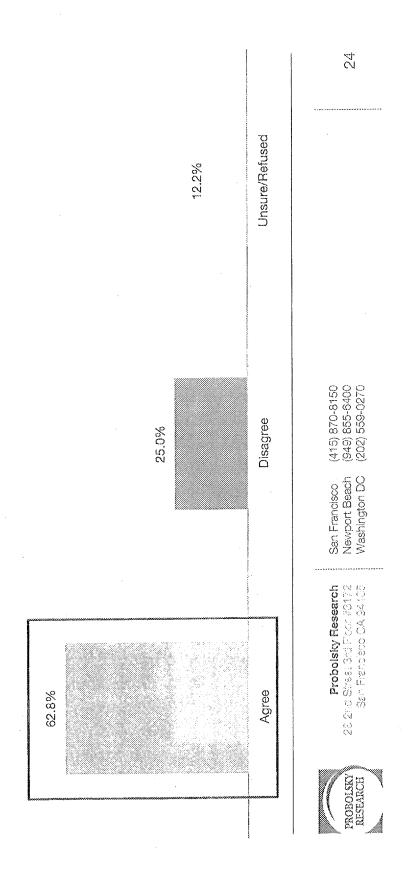
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62.8% of Respondents Agree that

Trainsyortation to the OA coast is convenient and affordable

Statement: Transportation to the California coast is convenient and affordable.



Respondents of All Income Brackets Agree

That transportation to the CA coast is convenient and affordable

Transportation to the California coast is convenient and affordable. Statement:

		# # # # # # # # # # # # # # # # # # #			
63.1%	25.1%	25.6%	64.3%	65.9%	30.3%
Under \$26K	\$25K-\$50K	\$517 - X158	\$76K-\$100K	\$101K-\$200K	Over \$200K



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to the CA Coast (Parking

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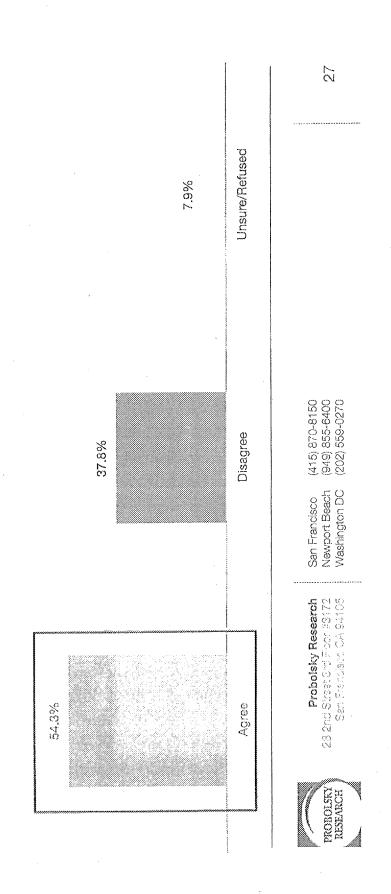
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54.3% of Respondents Agree that Parki Is convenient and generally available at the California coast

Parking is convenient and generally available at the California coast. Statement:



62.5% of Respondents Agree that Park Is affordable at the California coast

Parking is affordable at the California coast.

Statement:

 $\overset{\mathcal{C}_{3}}{\otimes}$ Unsure/Refused 10.9% (415) 870-8150 (949) 855-6400 (202) 559-0270 Disagree 26.6% San Francisco Newport Beach Washington DC Probolsky Research 26 2nd Street Chd Front 49172 Satt Francisco CA 94106 62.5% Agree PROBOLSKY RESEARCH

A Majority Among All Income Brackets

Agree that parking is affordable at the CA coast

Parking is affordable at the California coast. Statement:

31.0%	20.4%	\$0.2% 30.2%	63.1%	21.5%	18.2%
Under \$25K	SR5K-\$50K	8012 - X108	\$76K-\$100K	\$101K-\$200K	Over \$200K

™ Disagree



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Experience at the Coast

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35% of Respondents Oite Walking/Hi

As their main activity when they visit the coast

In your own words, please tell me what do you do when you get to the coast in California? Question:

2007 (See
1	24.00/
Helaxing/sit on the beach	0,7/0
Esting/dining/looking for food/go to the restaurants	***************************************

	6.2%

	. ************************************
	. ************************************
Henging our ***********************************	4.5%
picolic	•
Enjoy the sand/make sand cartles ************************************	3,4%
Camping	(V
Taking pictures ************************************	
Fee division of the although a single of the a	
Visiting/color at the port/citer ************************************	
Taken Conference Transcript Conference Confe	
SERVICE OF STRUCTURE THE STRUCTURE OF STRUCT	0/ 0: 1 mmm
Go to the park/amusements/museum	
l ive/work near the coast	*** 1.3%
Observing/watching the people around	*** 1.3%
Go to the boardwalk	© 0.5%
Doing bonfire	※ 0.8%
For vacation	
Went to an event (i.e. party, conventions, etc.)	× 0.6%
Visit places/different destinations	* 0.6%
Exercise	× 0.5%
Looking/collecting rocks	0.0%
Cleaning/pick up trash	0.4%
Fly a kite	8 0.4%
Nothing/don't go to the beach/busy/no time for it/Cther/Don't know/Refused	3.6%
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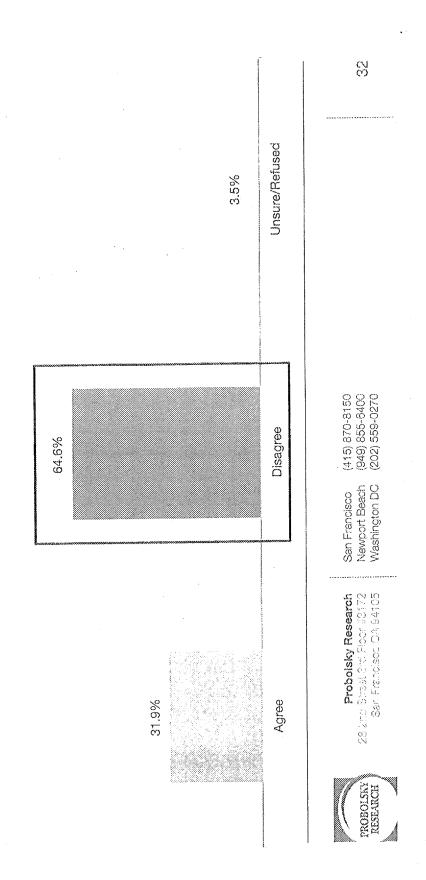
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64.6% Do Not Wish There were More Things to do at the CA coast when they get there

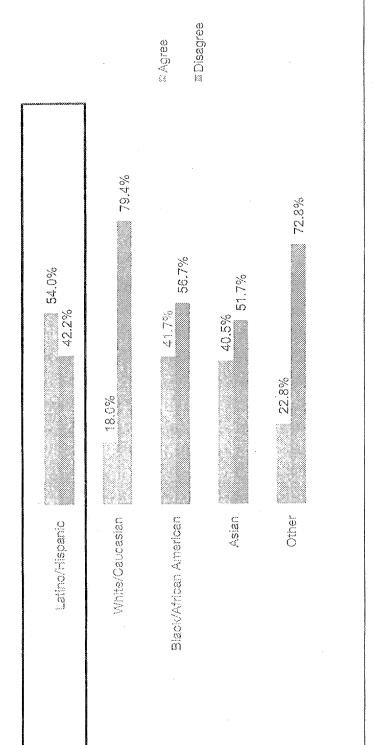
I wish there were more things to do at the California coast when I get there. Statement:



A Majority of Latino/Hispanic Residents

Wish there were more things to do at the CA coast

Statement: I wish there were more things to do at the California coast when I get there.





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47.6% of Respondents with an Income Under

\$25K wish there were more things to do at the CA coast when they get there

I wish there were more things to do at the California coast when I get there. Statement:

		Agree				
44.5%	41.5% 55.8%	70.9%	75.2%	16.0%	19.7%	
Under \$25K	\$25K-\$50K	\$51K-\$76K	\$76K-\$100K	\$101K-\$200K	Over \$200K	



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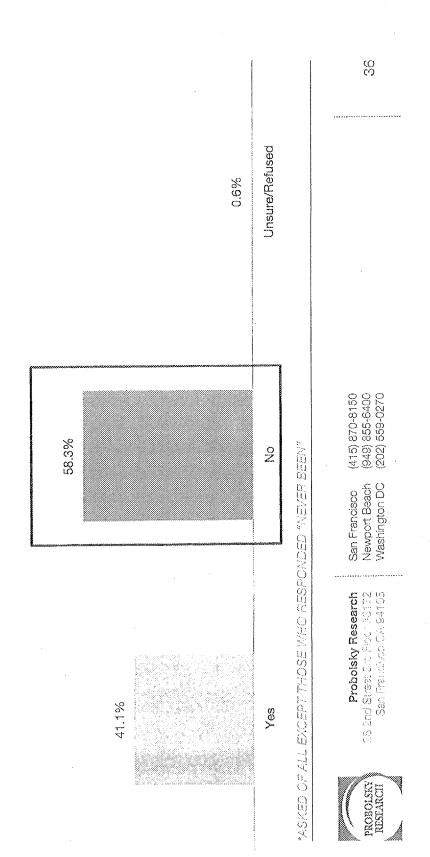
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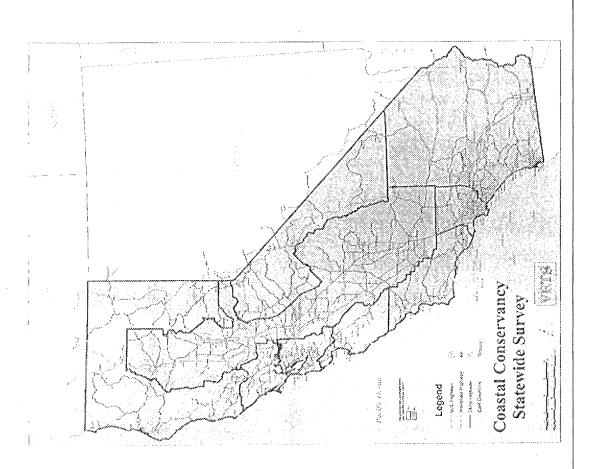


58,3% Do Not Stay Overnight When They

Asit the California coast

Question: Do you ever stay overnight when you visit the California coast?





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Californians 65 and older are the only

Age group (majority) that stays overnight when visiting the CA coast

Question: Do you ever stay overnight when you visit the California coast?



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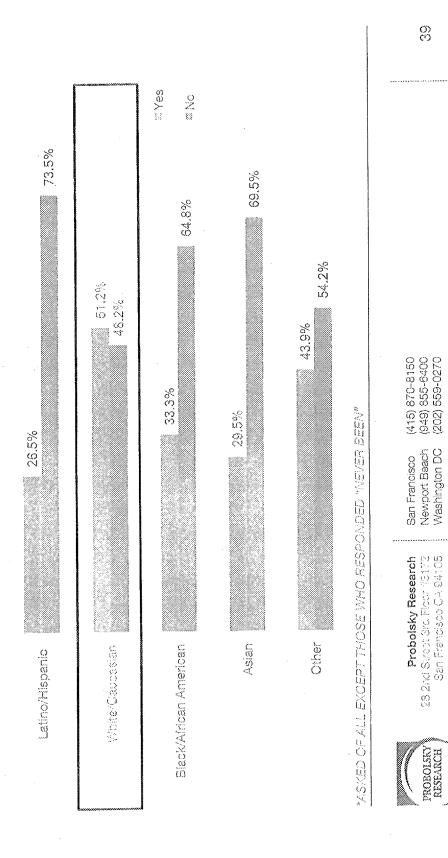
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> PROBOLSKY RESEARCH

A Majority of White/Caucasian Residents

Say they stay overnight when first wisit the California coast

Question: Do you ever stay overnight when you visit the California coast?



74.8% of Those with a Household Income Under Seek do not stay overnight at the CA coast

Question: Do you ever stay overnight when you visit the California coast?

2 2 8 74.8% 66.7% 63.3% 58.6% 52.9% 48.4% 40,8% 36.7% 33.3% 25.2% Over \$200K Under \$25K \$25K-\$50K 851X -875X \$76X-\$100X \$101K-\$200K

40

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25% of Respondents Note Financia

barrier to staying overnight at the CA coast ω (V) (T) Reasons In your own words, please tell me what are the barriers to staying overnight at the California coast. Question:

Financial reasons 25.0%	Live near at the coast/have family/friends live nearby ************************************	No time/busy at work/busy in school ***********************************	Not interested/don't want to stay overnight ************************************	Accommodation issues/no place to stay ************************************	inconvenient location/far from the coast ************************************	Health conditions ************************************	Camping not allowed on the beach ************************************	Not safe/dangerous ************************************	Weather issues amm 1.8%	Haven't been there 2007 1,8%	Too crowded/not enough camp grounds/space to camp ***** 1.7%	Have obligations at home/family issues/taking care with the kids/loved one 🔤 1.6%	Prefer to stay at home1.3%	Difficult to get reservations/hassle for booking 🐃 1.2%	Don't have equipment for camping 🌋 0.7%	Traffic issues 🛣 0,4%	Parking issues * 0.4%	There is not much to do there \$ 0.3%	Beach facilities issues 10.3%	None/no barriers/always go there	Other management 3.3%	Don't know/Refused 9.3%	ASKED OF ALL EXCEPT THOSE WHO RESPONDED "NEVER BEEN"
	Live near at the coa	ON	Not intere	Accom	Inconv		Ö				Too crowded/not enou	ave obligations at home/family issues/ta		Difficult to ge									ASKED OF ALL EXCEPT THOS



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Hotel Accommodations are Most Common

Among respondents when they visit the California coast

What kind of accommodations do you stay at when you visit the California coast? Question:

40.7%	18.6%	12.5%	11.4%	7.0%	2.0%	3.1%	1.1%	2.4%	RESPOND "YES" TO STAYING OVERNIGHT AT THE COAST
Hotel	Camp ground such as sleeping in a tent, sleeping bag or RV	With friends and family	Motel	Your own vacation home or time share	Short-term rental (AirBnb, VRBO, HomeAway)	Indoor camping such as staying in a cabin, cottage or bunkhouse	Somewhere else	Don't know/Refused	ASKED ONLY OF THOSE WHO RESPOND "YES" TO STAYIN



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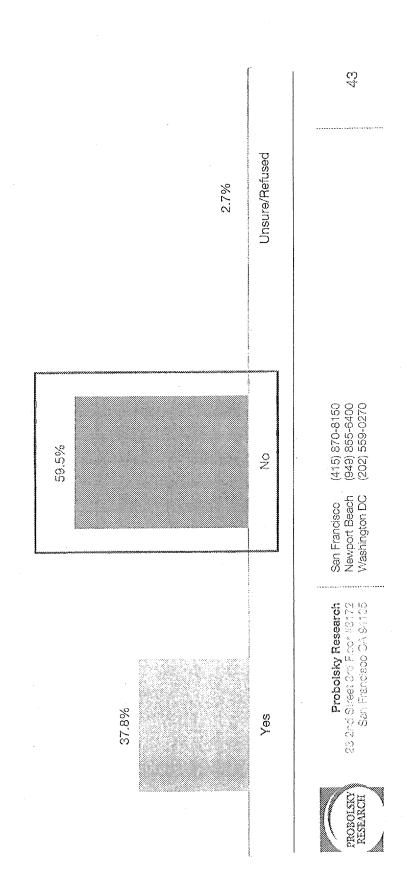
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59.5% of Respondents Would Not Stay

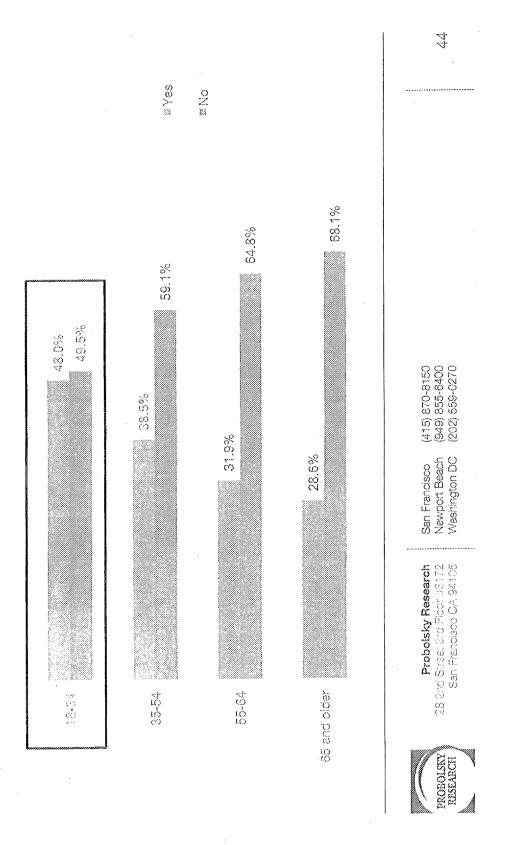
COSST College dorms, or other similar accommodations, near the If there was an option to stay in college dorms near the coast, or other similar accommodations with shared bathrooms, for a modest per night price, would you ever choose to stay there? Question:



Respondents 18-34 Show More Indination

In choosing to stay in college dorms near the coast, or other similar options

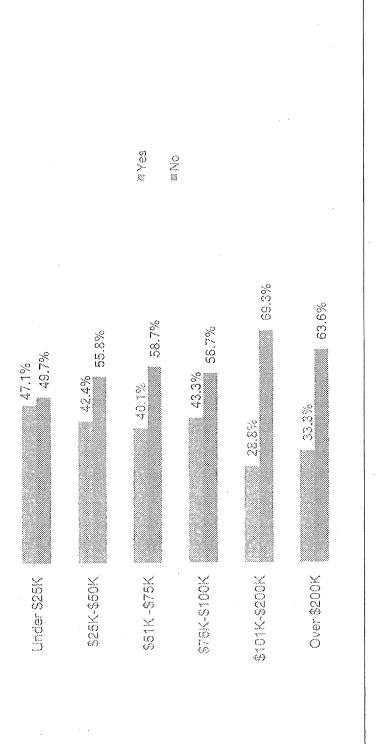
if there was an option to stay in college dorms near the coast, or other similar accommodations with shared bathrooms, for a modest per night price, would you ever choose to stay there? Question:



A Majority of Respondents Across All Income

Brackets would not choose to stay in college dorms/similar accommodations near the coast

If there was an option to stay in college dorms near the coast, or other similar accommodations with shared bathrooms, for a modest per night price, would you ever choose to stay there? Question:





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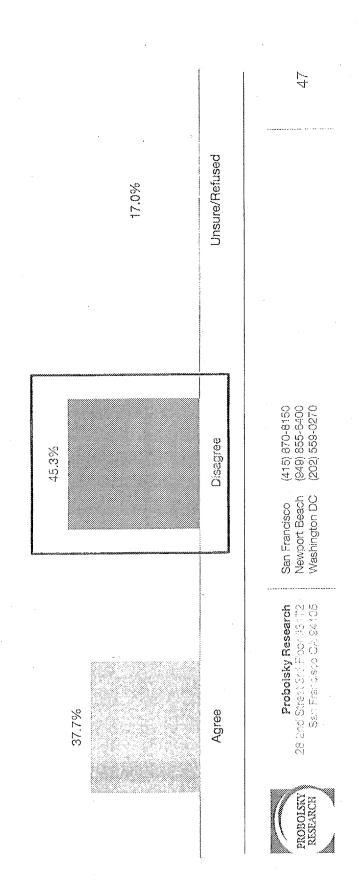
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45.3% of Respondents Disagree that

Finding overnight accommodations at the CA coast is convenient and affordable

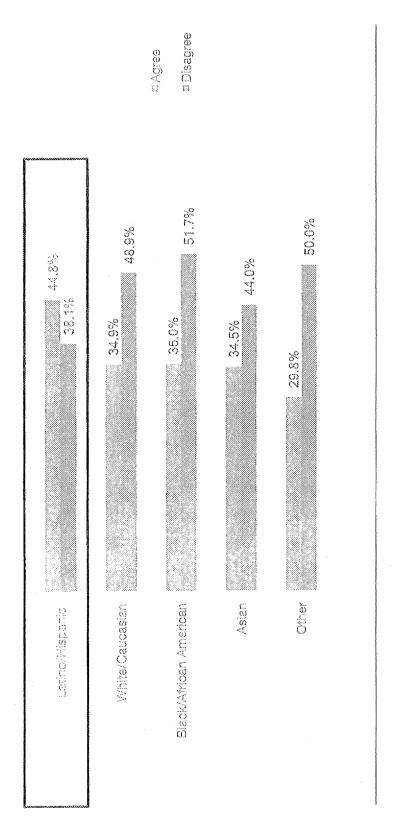
Finding overnight accommodations at the California coast is convenient and affordable. Statement:



Latino/Hispanic Residents Agree the

Most that finding overnight accommodations at the CA coast is convenient, affordable

Finding overnight accommodations at the California coast is convenient and affordable. Statement:





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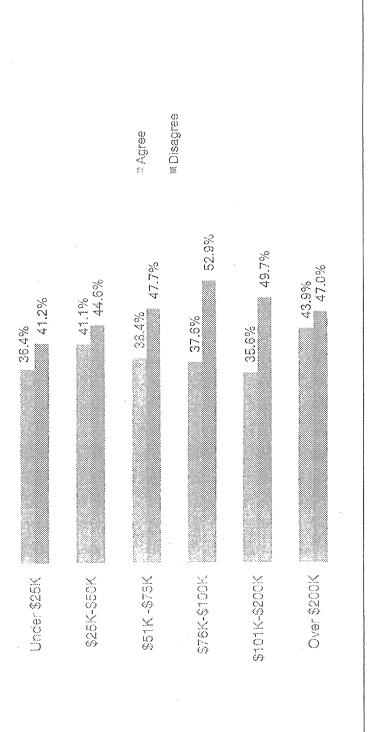
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A Majority of Respondents Across All Income

Brackets disagree that finding overnight accommodations at the CA coast is convenient and affordable

Finding overnight accommodations at the California coast is convenient and affordable. Statement:





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Visit the Coast More Often

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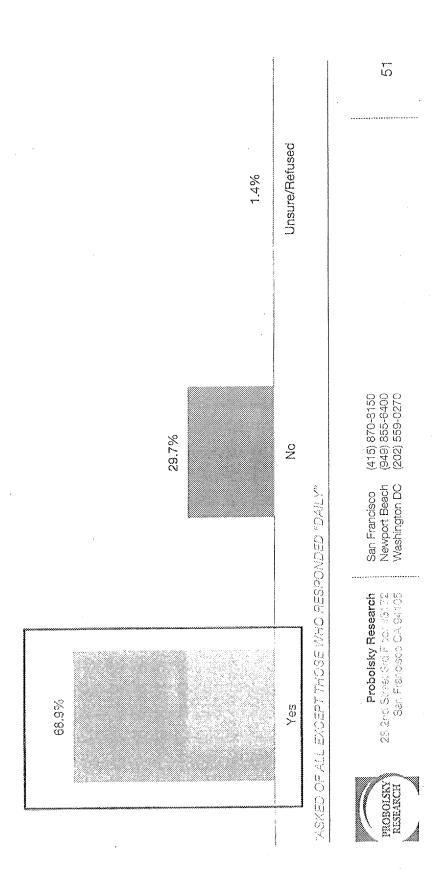
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68.9% Say They Wish They Could Visit t

California coast more often

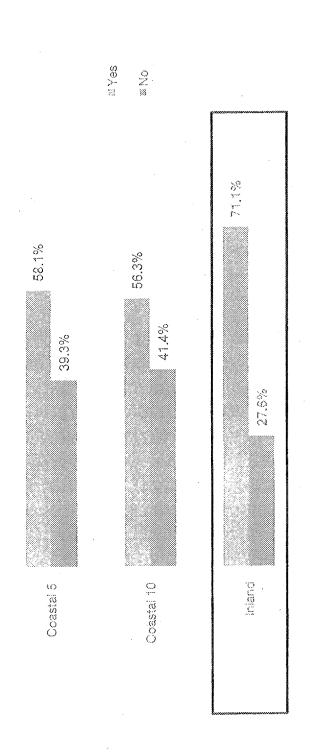
Question: Do you wish you could visit the coast in California more often?



1.1% of Respondents from Inland Area

Miss they could visit the coast in California more often

Do you wish you could visit the coast in California more often? Question:



MSKED OF ALL EXCEPT THOSE WHO RESPONDED "DAILY"



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Rave No Time or are 780 % S. OO

busy with work or school to visit the coast more often In your own words, please tell me what are the barriers to your visiting the coast more often. Question:

33.9%	20.3%								Too Busy	Work/School/General:		60.2%		
,	13.3%	10.0%	4.4%	3.3%	2.8%			1.6%				2.4%	.0%	7.6%
No time/too busy Working/busy at work	Distance/too far/hard to get there Road condition/too much traffic/congested Transportation issues	Financial reasons Family issues/taking care with the kids/loved one Parking lot is expensive/too hard to park	Health problems Age/too old	Busy in school	Weather condition	Overpopulated/too crowded	Prefer to go to somewhere else/have other priorities/plans	The water/beach is undesirable/not clean	Dan't like to go there/not interested	Companion/social contact/need someone to go with	It is not safe/dangerous	None/no barriers/always go there		Don't know/Retused



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ASKED ONLY OF THOSE WHO WISH THEY COULD VISIT THE COAST MORE OFTEN

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Next Steps

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For the Coastal Conservancy Next Steps

- CHALLENGE: Concern over transportation and distance cause more people not to visit the coast than any other reason.
- SOLUTION: Address this with new transportation options, such as partnerships with transit agencies or private enterprise.
- CHALLENGE: Cost is the top reason that prevents people from staying overnight at the coast.
- Find ways of offering low-cost options for overnight stays, such as the partnering with state universities. Increase/preserve the overall availability of overnight accommodations to drive down/stabilize costs.
- different meanings to different people, including some who have fond memories of visiting as a child and others who simply like that the coast is there. Some people want a more active experience when visiting the coast, but most people like it the way it is IMPORTANT: Californians have a strong connection to the coast; they appreciate it and want to visit it more. The coast has a now. It is important to recognize that even if people are not visiting the coast, they still highly value it.
- Measuring "coastal engagement" is not just about how many people physically visit the coast.



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Opinion Research on Public Policy



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